

Message Text

UNCLASSIFIED

PAGE 01 BRASIL 00861 030237Z
ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 W
-----019338 032253Z /75

R 022029Z FEB 78
FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 5912
INFO AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO
AMCONSUL PORTO ALEGRE

UNCLAS BRASILIA 0861

E.O. 11652: N/A
TAGS: BEXP, BR
SUBJECT: FY '78 CCP: PARTICIPATION IN ENERGY '78

REF: SAO PAULO 0131

1. AS AN ACTION IN ACITIVITY NO. 4, ENERGY SYSTEMS, THE CCAG PROPOSES THAT CONGEN SAO PAULO USE RESOURCES OF THE E/C SECTION TO MOUNT A BUSINESS INFORMATION OFFICE (BIO) AT ENERGY '78 (RESOURCES ARE AVAILABLE BECAUSE THERE IS NO USTC SHOW THAT MONTH). BOOTH WILL FEATURE THE VISUAL SEARCH MICROFILM FILE (VSMF), AN ATTRACTIVE DISPLAY FEATURING THE TRADE CENTER WITH A SCHEDULE OF UPCOMING EVENTS (INCLUDING THE SEPTEMBER '79 ENERGY SYSTEMS SHOW), AND A VIDEO TAPE PLAYER. USIS HAS AGREED IN PRINCIPLE TO MAKE AVAILABLE APPROPRIATE ENERGY-RELATED VIDEO TAPES WITH PORTUGUESE SOUND-TRACKS. IN ADDITION TO THE ABOVE, A BROCHURE WILL BE DISTRIBUTED CONTAINING A LIST OF ALL MAJOR ENERGY-ORIENTED FIRMS IN THE U.S. ANNOTED TO SHOW THOSE EXHIBITING IN ENERGY '78, SUBSIDIARIES ALREADY ESTABLISHED IN BRAZIL AND THOSE HAVING CATALOGS ON FILE IN THE VSMF.

2. TOTAL COST OF ENERGY '78 PARTICIPATION, FOR WHICH THE CCAG REQUESTS COMMERCE AUTHORIZATION, IS ESTIMATED AT \$1980.00.
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THE SPACE AT THE FAIR AS WELL AS FIXTURES AND FURNITURE IS BEING MADE AVAILABLE TO US BY THE SHOW PROMOTERS, ALCANTARA MACHADO, AT NO COST, MAKING OUR PARTICIPATION POSSIBLE FOR SUCH A SMALL AMOUNT. COST BREAKDOWN IS AS FOLLOWS: BROCHURE PRINTING, \$1100, BILINGUAL RECEPTIONIST \$240; OVERTIME, \$550; AND MOVING OF VSMF AND TRADE CENTER DISPLAY, \$90.00.

3. FOR USE IN THE BROCHURE MENTIONED IN PARAGRAPH 1, WE
REQUEST USDOC TO POUCH SOONEST 500 TO 1,000 NAMES AND ADDRESSES
OF LEADING US SUPPLIERS OF ENERGY-RELATED EQUIPMENT.
CRIMMINS

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NNN

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